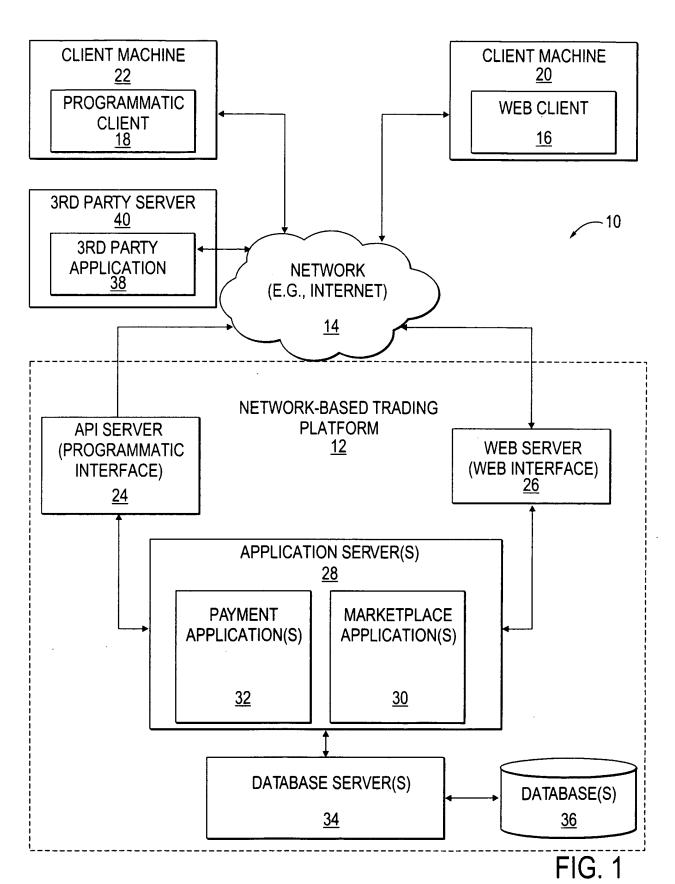
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IN A NETWORK-BASED MARKETPLACE

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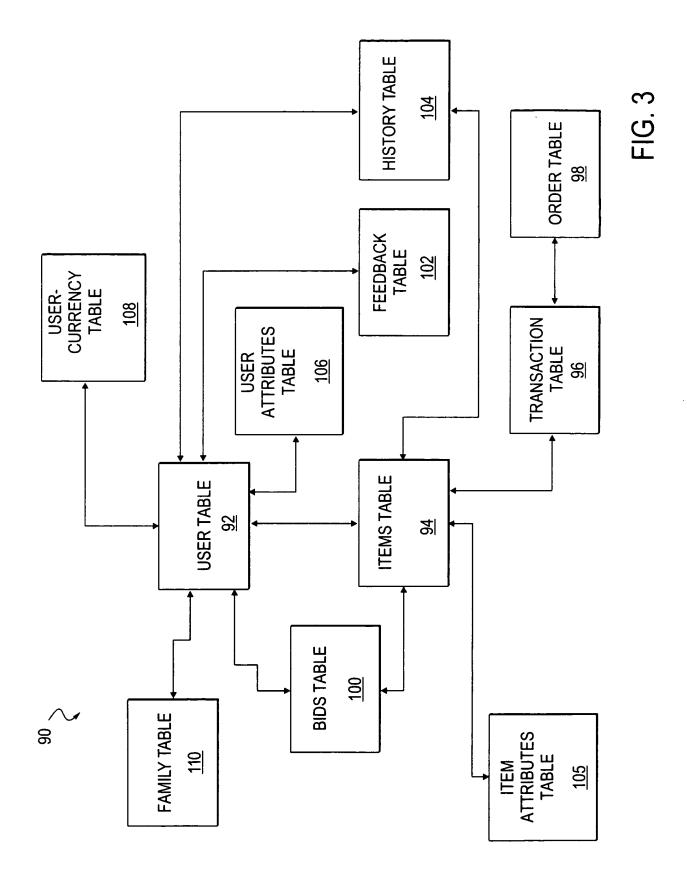


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MARKETPLACE AND PAYMENT APPLICATIONS 30						
AUCTION APPLICATION(S)	FIXED-PRICE APPLICATION(S)	STORE APPLICATION(S)				
44	46	48				
REPUTATION APPLICATION(S) 50	PERSONALIZATION APPLICATION(S) <u>52</u>	INTERNATIONALIZATION APPLICATION(S) 54				
NAVIGATION APPLICATION(S) <u>56</u>		IMAGING APPLICATION(S) <u>58</u>				
LISTING CREATION (SELLER) APPLICATION(S) 60	LISTING MANAGEMENT (SELLER) APPLICATION(S) 62	POST-LISTING MANAGEMENT APPLICATION(S) 64				
DISPUTE RESOLUTION APPLICATION(S)	OUTLYING BEHAVIOR APPLICATION(S)	MESSAGING APPLICATION(S)				
<u>66</u>	<u>68</u>	<u>70</u>				
MERCHANDISING APPLICATION(S)	LOYALTY/ PROMOTION APPLICATION(S) 74					

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USER ATTRIBUTES TABLE

FEEDBACK FEEDBACK SCORE

FEEDBACK PERCENT INCREASE

NEGATIVE FEEDBACK NEUTRAL FEEDBACK

EVENTS CONTACT INFORMATION CHANGED

BILLING INFORMATION CHANGED

CHECKING ACCNT INFORMATION CHANGED

CREDIT CARD DECLINE

OPEN TOTAL LISTING COUNT

TOTAL QUANTITY AVAILABLE

AVERAGE SALES PRICE

LISTING FEES FRAUD CLAIMS

CLOSED TOTAL LISTING COUNT

SUCCESSFUL LISTINGS

LISTING CONVERSION RATE TOTAL QUANTITY AVAILABLE

TOTAL QUANTITY SOLD

QUANTITY CONVERSION RATE GROS MERCHANDISE SALES

AVERAGE SALES PRICE

LISTING FEES

TOTAL BIDS

TOTAL UNIQUE BIDDERS

NUMBER OF DUTCH AUCTIONS

NUMBER OF BUY IT NOWS

FRAUD CLAIMS PAID

FRAUD CLAIMS NOT PAID

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MARKETPLACE APPLICATION(S) 30					
OUTLYING BEHAVIOR APPLICATIONS 68					
COLLECTION MODULE	COMPUTING MODULE	COMPARISON MODULE	DETECTION MODULE		
<u>174</u>	<u>176</u>	<u>178</u>	<u>180</u>		

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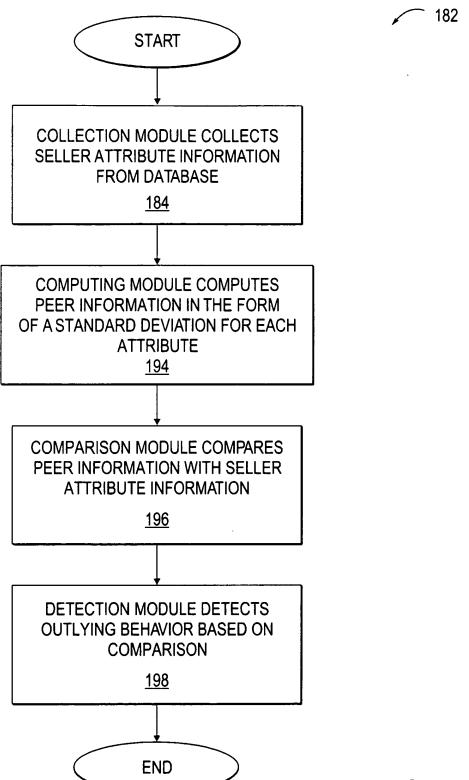


FIG. 6

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START 212

COLLECTION MODULE IDENTIFIES SUSPECTS

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END

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User ID: John Doe(jdoe@aol.com)(private)		188		✓ 186
		192	Show 3 ♥ Weeks	back
Weekly Summary	Feb-24-02-Mar-02-02	Feb-17-02-feb-02	Feb-10-02-Feb-16-02]
Week In Year Feedback	2002W09	2002W08	2002W07	, 1
Feedback Score	100	50	10	
FB % increase	100%	80%	0%	
Negative FB	4	0	0]
Neutral FB	0	0	0]
Events	-			- -
Contact Info Changed	Yes	No	No	
Billing Info Changed	Yes	No	No	
Checking Acct Info Changed	Yes	No	No	
Credit Card Decline	Yes	No	No	}
Open				3
Total Listing count	3	2	0	
Total Qty Available	3	2	0	
ASP	\$3.00	\$4.00	\$0.00]
Listing Fees	\$0.00	-\$1.00	\$0.00	
FPP - Open	7	0	0	
Closed				_
Total Listing count	3	2	0	
Successful Listings	1	1	0	
Listings-conversion rate	33%	50%	0%	
Total Qty Available	3	2·	0]
Total Quantity sold	1	1	0	}
QTY - conversion rate	33%	50%	0%	
GMS	\$3.00	\$8.00	\$0.00	
ASP	\$3.00	\$4.00	\$0.00	
Listing Fees	\$0.00	-\$1.00	\$0.00]
Total Bids	1	2	0	
Total Unique Bidders	1	1	0	
Number of Dutch auction	s 0	0	0	
Number of Bin	0	0	0	
FPP - Paid	0	0	0	FIC
FPP - Other	0	0	0	8

FIG.

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_			200
	REFERF		
202 204 206	CATEGORY: CAR STEREOS ATTRIBUTE: CLOSED GMS PEER GROUP: AVERAGE SEL		
207	USER ID	RESULTS	210
	John Doe	6	
	Jean Doe	2	
	Julian Doe	1	
	Jason Doe	1	

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